

Campaign in a Box:
Creating a Universal Public Relations Plan for
Community Success for any Small Business

A Senior Project

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ABSTRACT

The following project explores the development process for a public relations campaign. The studies apply to small businesses who can use the findings from the study to develop their own public relations plan. The purpose of the study is to provide small businesses with the tools they need in order to do their own public relations, rather than hire a professional that they likely cannot afford. Jennifer Saxon, Communications Manager at MINDBODY, Inc., says, “Every business can benefit from telling their story to the media and local community, building partnerships with complementary businesses and organizations in their community to spread the word about what they do.” From this study, Campaign in a Box was created. With Campaign in a Box, small businesses are presented with an opportunity to grow and succeed.

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Section 1

Introduction

Statement of the Problem

It can be a struggle to gain visibility or public awareness for local businesses. Compared to national or global organizations, local businesses have a more difficult time becoming household names. When times are tough, many local businesses cannot afford a public relations specialist or an in-house public relations employee, but PR must be done. “If you can't afford a carpenter, you're still going to go out and get some nails and a hammer,” says Fisher. “It may not be built as sturdily, it may not be built as large or as well, but it will still provide you some shelter,” (Computer Dealer News, p.29).

Background of the Problem

Small businesses do not have extra cash to spend on public relations efforts. They focus on the specialty of their business and all funding goes towards that. “Feature Report: Public Relations and Marketing,” says, “there has to be a lot of service and support specialty... A lot of smaller players are tightening their belts. There's a lot less money to go around,” (p. 28). However, public relations efforts are necessary for a business to succeed. Without brand visibility, a business has a more difficult time driving sales. With a lack of funds for public relations efforts among local businesses, there is a pressing need for an alternative to hiring an employee solely for public relations.

Purpose of the Study

While the economy is not at it's peak, local businesses still have the opportunity to thrive, even with the competition of national or global chains. The need for public relations always exists within small businesses. It is crucial to increase, or even create, brand visibility within a community.

Public relations can drive sales to a business and more importantly, create lasting relationships with all sorts of community members. Local businesses can benefit from public relations, even if an employee within the business does it. Businesses can create an effective public relations plan without the cost of a public relations professional using Campaign in a Box. The most effective way for small, local businesses to do public relations is to utilize Campaign in a Box.

Section 2

Literature Review

Finding Focus for a Campaign

Finding the focus for a campaign is the first step in the development of a public relations campaign. Finding the focus of a campaign begins on a strategic planning level. Emma Daugherty explains, “to be effective managers, they (PR practitioners) must be able to write clear and concise goals, objectives...” (p. 21) Sources state that this process should always utilize the mission statement as a basis for the campaign. “Public relations practitioners should ensure that all activities relate directly to the mission of the organization,” (p.21). Sources state that success will come from messages that are clear and concise, but they also must be very strategic in the creation of their message. “They (PR practitioners) must be skilled strategic planners,” (p. 21).

Finding your Target Market

Finding your target market is the next step in the development of a campaign. It is a multi-step process that entails a great deal of careful research. Research can be done in many forms including audience grouping, qualitative research, quantitative research, and collection of the “voice of the people.” Tanya Lewis reports that a crucial part of audience research is “determining target audience priorities, likes, dislikes, and limitations,” (p. 1). Qualitative data truly helps the practitioner find and understand their audience. Brand recognition may come from facts and figures, but it mostly stems from “relevant lifestyle intersections,” (p.1). Having a thorough understanding of your target audience will aid in the success of your campaign. “‘Understand who you're trying to reach,’ says Steve Mochel, SVP of consumer marketing at JMW. ‘Experiential marketing is about creating advocacy,’” (p. 1).

Reaching your Target Market

The medium through which a message is sent is a great determinant of the process. Today, there are so many mediums available to send a message; the key is choosing the right one. In the “Feature Report: Marketing and Public Relations,” it is stated that, “there are so many different possibilities to consider, but the activities you ultimately choose to implement will also depend on your resources. Do you have the budget to do all that you'd like to do? Do you have the time and the experience to do an effective job?” (p. 29). There are many variables to consider when choosing a medium. In the end, the medium should be beneficial to the target audience. “The activities you choose should relate back to your objectives and they must offer something of value to your targeted group,” (p. 30). The emphasis seen in articles is an audience-based approach, rather than a company-based approach.

Implementation

The process of implementation takes the process back a few steps in the cycle to objectives and strategies. The implementation and execution should solely focus on these goals, objectives, and strategies. According to Paul S. Forbes in his article “Applying Strategic Management to Public Relations,” “strategy implementation consists of the development and execution of detailed action plans and budgets that carry out the objectives and strategies set by senior management,” (p. 32). Forbes explores the benefits of strategic management and how it can truly improve a public relations plan. Forbes states that a public relations practitioner “uses public relations strategies to build harmony between the organization and all its external and internal publics,” (p. 32). The strategic management process of a PR plan can lead to smoother implementation for any professional.

Evaluation

While the profession of public relations is strongly built upon forming and sustaining relationships, there has been an increase in focus on the evaluation process. It helps with improvements that lead to the success of an ongoing campaign. Walter K. Lindenmann describes this shift in his article “Measuring Relationships is Key to Successful Public Relations.” Lindenmann states, “Customer satisfaction is a direct derivative of employee satisfaction. If an organization has an employee morale problem, it will never be capable of delivering good customer service with the consistency, and at the necessary level, required for succeeding in competitive markets,” (p. 19). It is even argued that evaluation is what provides value to public relations efforts. “If we could somehow appropriately disseminate the messages and themes that organizations were interested in conveying to others, if we could somehow begin to show that the appropriate audience segments were indeed being exposed to the messages, were receiving them, understanding them, and retaining them, and, finally, if we could somehow also prove that the messages that were sent had changed public opinion, then most of us felt that we could argue that public relations has value,” (p. 19).

Section 3

Methodology

Research Questions

The following research questions were developed to determine the effectiveness of a step-by-step process in developing a public relations plan. The questions were developed to create guides for each step in creating a successful PR campaign.

1. How can a step-by-step process be beneficial to a public relations plan?
2. How can each step be utilized to create a successful public relations plan?
3. How can these steps be applied to a small business creating a public relations plan?
4. What are the strategies behind each individual step that lead to a successful campaign?
5. How can these steps be universal to all small businesses looking to build a public relations plan?
6. Why is it that each of these steps is crucial to a successful public relations plan or campaign?
7. What measures a point of success in a campaign?

Definition of Terms

The following terms are presented to the reader to assist in comprehension of the creation of a successful PR campaign and the contents of Campaign in a Box.

Public relations: A strategic communication process that builds mutually beneficial relationships between organizations and their publics (Public Relations Society of America).

Branding: The marketing practice of creating a name, symbol, or design that identifies and differentiates a product from other products (Entrepreneur Media, Inc.).

Return on Investment (ROI): A profitability measure that evaluates the performance of a business by dividing net profit by net worth (Entrepreneur Media, Inc.).

Target audience: A particular group of people, identified as the intended recipient of an advertisement or message (Business Dictionary).

Mission statement: A written declaration of an organization's core purpose and focus that normally remains unchanged over time (Business Dictionary).

Background research: Informal methods of background research in which one gathers information that has already been published elsewhere (Developing the Public Relations Campaign: A Team-Based Approach).

Primary research: The process of seeking information directly from the source. Examples include surveys, interviews, focus groups, and field observation (Developing the Public Relations Campaign: A Team-Based Approach).

Goals: The broad, general outcomes hoped for as a result of a persuasive campaign. Often confused with objectives (Developing the Public Relations Campaign: A Team-Based Approach).

Objectives: The specific, measurable indicators of whether or not the goals of the program were met (Developing the Public Relations Campaign: A Team-Based Approach).

Human Information Processing: A theory that deals with how people receive, store, integrate, retrieve, and use information (EduTech Wiki).

Organization of Study

Section 1 will focus on the statement of the problem, the background of the problem, and the purpose of the study. Section 2 will consist of a review of literature that aids in the development of a thorough and successful PR campaign. Section 3 will include the methodology of the study. Section 4 will include a summary of each step in the process of developing a PR campaign and the importance of each step; it will also include a conclusion of the study.

Data Sources

For the creation of Campaign in a Box, experts in both Public Relations and Marketing were interviewed using a similar set of questions. The questions were

developed to reflect the research questions while diving deeper into the process of developing a PR campaign.

Participants

The first expert interviewed was Jennifer Saxon, Communications Manager at MINDBODY, Inc. (a software management company) and Public Relations lecturer at Cal Poly, San Luis Obispo. For a marketing perspective, Melissa Godsey was interviewed. Godsey is a Marketing Associate at Rosetta Digital Marketing Agency and owner of Godsey Media.

Interview Design

The following questions were asked to each expert in the process of data collection for the creation of Campaign in a Box:

1. Why do you think small business should utilize public relations or marketing?
2. How do you think small businesses could improve their visibility in a community?
3. What steps should a business take in finding focus for a public relations or marketing campaign?
4. What do you think are the key steps in identifying target audiences?
5. How can businesses decide what mediums to utilize in public relations or marketing efforts?

Data Collection

Data collection for this study consisted of interviews with experts in the Public Relations and Marketing fields. Each interview was sent out via e-mail on November 12, 2013 and responses were collected by November 18, 2013. Each expert was presented with the questionnaire and was encouraged to answer at their earliest convenience. Each question was designed to reflect the research questions and provide specifics for the development of Campaign in a Box.

Section 4

Body

Chapter 1: Solution to the Problem

While many small businesses cannot afford to hire public relations professionals, they still have the opportunity to create brand visibility with Campaign in a Box. Saxon states, “Every business can benefit from telling their story to the media and local community, building partnerships with complementary businesses and organizations in their community to spread the word about what they do.” Campaign in a Box allows these businesses to enjoy the return on investment (ROI) that public relations provides without the cost of hiring a public relations professional.

Campaign in a Box contains a number of guides for small businesses to use in the development of their PR plans. Campaign in a Box contains five manuals to enable businesses to get their name into the community and create community relations. Within Campaign in a Box, businesses can find guides for: Finding Campaign Focus, Finding your Target Market, Reaching your Target Market, Implementation of the Campaign, and Evaluation of the Campaign. With each of these guides, businesses can implement their own PR plans at their own ease and for a very low cost.

Chapter 2: Finding Campaign Focus

According to Godsey, the first step to finding focus for a PR campaign is defining the business problem that the campaign will be designed to solve. It is also crucial to be as specific as possible with the focus for a campaign. Godsey provides a comparison of examples as the following:

“It’s not enough to say, ‘we want to increase our revenue by 5% this year,’ rather, you want to get as specific as possible, that way you’re able to create a strategic plan, with measurable results. For example, ‘we want to increase the average number of transactions of our target audience from 3 purchases annually, to 4 purchases annually.’”

Godsey explains that specificity will create more opportunities for a target audience or market to make a purchase or utilize a service. Saxon says that planning is key. Saxon explains that a business should approach public relations like they do their other business procedures- with a plan meant to drive them closer to their goals. “PR is most effective when it is done strategically with a clear idea of what the business wants to get as a result of the PR efforts...” according to Saxon.

As any business would base its’ procedures off its’ mission statement, it should do the same for its’ public relations campaigns. In her article regarding strategic planning in public relations, Emma Daugherty states, “public relations practitioners should ensure that all activities relate directly to the mission of the organization,” (p. 21). There are many steps taken in order to find the focus for a campaign. According to Developing the Public Relations Campaign: A Team-Based Approach, there are several steps to finding the focus for your campaign. First, a business must do their research. Both background and primary research will help a business discover the problem it needs to solve and how to solve it. Internal and external research will allow a company to look for problematic trends that have occurred in the past. Once these trends have been recognized, a company can create goals and objectives to solve the problem. Goals and objectives help focus a

campaign on what the desired outcome will be and will aid in figuring out how to get there. Regardless, the approach must be strategic to pave the way for finding and reaching the market that you are targeting.

Chapter 3: Finding your Target Market

The starting point for finding a target market or audience for a business is with the clientele that has already been built. Saxon states that if a business's current clientele does not include an audience that they would like to reach, then research to see if this audience knows who the business is, if they care about the products or services that the business offers, and how best to reach them. However, it is important to be strategic in finding an alternate audience that a business would like to reach.

Godsey believes, "the most important step to identifying your target audience is to assume nothing." Preconceived notions about a market or their habits can be dangerous for a business. Godsey continues, "This can be a costly bad habit, and certainly causes businesses to miss major opportunities." In this case of identifying a target market, quality is more important than quantity. Simply because a group is large, this does not mean that this group should be a target market. Saxon states, "Often businesses want to cater to a target audience that doesn't care about them because they are a large group in their local area. It's always important to remember that you should target a group that cares about your business/product/service/cause."

The assumption process may be avoided with research. It is important to conduct all forms of research about possible markets including: qualitative research, quantitative research, and collection of the "voice of the people." In her article, "Improving

Connections with Consumers,” Tanya Lewis reports that a crucial part of audience research is “determining target audience priorities, likes, dislikes, and limitations.” Knowing the best fit target market for a business that will genuinely care about that business’s products or services will greatly contribute to the success of a campaign.

Chapter 4: Reaching your Target Market

How can a business effectively reach its’ target market? According to Godsey, “the answer here lies in research.” It is important to know the audience’s habits and lifestyle. Godsey suggests, “Discover where your target audience is spending their time, online and off, and integrate your brand there...” With research comes a few strategies to narrow down what channels you will utilize in your campaign.

Saxon explains that in this process a business needs to decide how to reach their market and what they want the market to do. With that, a business can “identify which strategies to employ to reach them.” Research suggests that businesses should take an audience-based approach to their campaign rather than a company-based approach. Realistically, a company must also consider their resources. In the “Feature Report: Marketing and Public Relations,” it is suggested that businesses ask themselves, “Do you have the budget to do all that you’d like to do? Do you have the time and experience to do an effective job?” Businesses must know what they have to work with when deciding which channels to implement their public relations efforts with.

Chapter 5: Implementation of the Campaign

Many approaches may be taken in the implementation phase of a campaign. However, sources all concur that with organization and strategy, implementation will be most successful. In this stage, the circular method of PR is put forth. In his article in “The Public Relations Journal,” Paul S. Forbes explains, “This method forces PR practitioners to work in a circular method and continue evaluating and updating their plans. This sets the stage for a more successful campaign.”

There is also a theory to which implementation can be applied. In Harry Prestanksi’s article “Human Information Processing in the Development and Implementation of Public Relations Programs,” he applies the theory of human information processing to PR. This theory “allows for almost every conceivable communications transmission, whether directly from the environment by the receiver, through a communicator, or via a gatekeeper with all combinations possible as well as the role of feedback.” This theory provides a strong basis for effective communications efforts during a PR campaign.

The implementation phase is certainly a crucial stage in the process of a PR campaign. This is the phase during which a business is presented with the opportunity to reach their audience, evaluate their effectiveness, and try again. This is the climax of a PR campaign.

Chapter 6: Evaluation of the Campaign

The evaluation phase of a campaign provides the most value to a campaign. Lindenmann states,

“If we could somehow appropriately disseminate the messages and themes that organizations were interested in conveying to others, if we could somehow begin to show that the appropriate audience segments were indeed being exposed to the messages, were receiving them, understanding them, and retaining them, and finally, if we could somehow also prove that the messages that were sent had changed public opinion, the most of us felt we could argue that public relations has value.”

During evaluation, it is crucial to listen to the voice of the people, because they will provide a business with ways to improve their plan and more effectively reach their market. In the end, the most important evaluation tool to a business will be ROI. If PR efforts can provide a business with significant ROI, then they have succeeded in their efforts. Evaluation is also a helpful tool for future campaigns and should be taken greatly into account with future PR efforts.

Chapter 7: Conclusion

According to Godsey, “It’s especially important for small businesses to invest in marketing, as they most likely do not enjoy the same brand recognition as their larger competitors, and aren’t top-of-mind when potential customers are considering their options.” While public relations efforts are crucial to a business, many local businesses cannot afford this luxury. With Campaign in a Box, small businesses can grow, get their name into the community, and experience greater financial success. With all of the guides within Campaign in a Box, small businesses have the opportunity to experience the benefits of PR efforts without the cost of hiring a PR specialist.

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APPENDIX A

Interview Transcripts: Jennifer Saxon

The following interview was conducted to gain more insight regarding the creation of a public relations campaign, what each step entails, and how this process applies to small businesses in the practical world. The interview was done via e-mail.

Interviewer: Emily Branson

Respondent: Communications Manager at MINDBODY, Inc. (a software management company) and Public Relations lecturer at Cal Poly, San Luis Obispo (Jennifer Saxon)

Date of Response: 11/15/13

Interview Transcription:

Emily Branson: Why do you think small businesses should utilize public relations?

Jennifer Saxon: EVERY BUSINESS CAN BENEFIT FROM PUBLIC RELATIONS EFFORTS – NOT JUST THE LARGE ONES. PUBLIC RELATIONS IS ABOUT BUILDING RELATIONSHIPS/CONNECTING WITH YOUR DIFFERENT PUBLICS/AUDIENCES. THE TOOLS THE PR PROFESSIONALS USE DON'T CHANGE DEPENDING ON THE SIZE OF THE COMPANY – ONLY THE BUDGET.

EVERY BUSINESS CAN BENEFIT FROM TELLING THEIR STORY TO THE MEDIA AND LOCAL COMMUNITY, BUILDING PARTNERSHIPS WITH COMPLEMENTARY BUSINESSES AND ORGANIZATIONS IN THEIR COMMUNITY TO SPREAD THE WORD ABOUT WHAT THEY DO, MARKETING THEIR SERVICES ONLINE VIA SOCIAL MEDIA AND OFFLINE VIA ADVERTISING AND/OR OLD FASHIONED FLIERS, TABLE TENTS, EVENTS, TRADESHOWS, EVENT BOOTHS, ETC. DEPENDING ON WHAT THEIR BUDGET CAN ACCOMMODATE.

EB: How do you think small businesses could improve their public relations efforts?

JS: FIRST, BUSINESSES SHOULD APPROACH PUBLIC RELATIONS LIKE THEY DO THEIR OTHER BUSINESS PROCEDURES – WITH A PLAN MEANT TO DRIVE THEM CLOSER TO THEIR GOALS. PR IS MOST EFFECTIVE WHEN IT IS DONE STRATEGICALLY WITH A CLEAR IDEA OF WHAT THE BUSINESS WANTS TO GET AS A RESULT OF THE PR EFFORTS – CHOOSING AND MEASURING THE SUCCESS OF THEIR STRATEGIES/TACTICS AGAINST CLEAR OBJECTIVES DETERMINED EARLY IN THE PLANNING PROCESS.

EB: What steps should a business take in finding focus for a public relations campaign?

JS: PLANNING IS KEY – SEE ABOVE ANSWER. DECIDE WHAT YOU WANT TO

ACHIEVE, THEN DETERMINE WHICH PR TOOLS (MEDIA OUTREACH, COMMUNITY OUTREACH, SOCIAL MEDIA, ADVERTISING, MARKETING ACTIVITIES) WILL HELP YOU ACHIEVE THOSE RESULTS – AND SET MEASUREMENTS FOR SUCCESS SO YOU KNOW HOW WELL YOU DID.

EB: What do you think are the key steps in identifying target audiences?

JS: IF THE BUSINESS ALREADY HAS CLIENTELE – START THERE. WHO ALREADY DOES BUSINESS WITH YOU? IF YOU FIND THAT YOUR CURRENT CLIENTELE DON'T INCLUDE AN AUDIENCE YOU'D LIKE TO REACH, RESEARCH THAT GROUP AND FIND OUT 1) IF THEY KNOW YOU, 2) IF THEY CARE ABOUT THE SERVICES/PRODUCTS/CAUSES YOU OFFER, AND 3) HOW BEST TO REACH THEM – WHICH PR CHANNELS WILL GET YOUR MESSAGE(S) TO THEM.

OFTEN BUSINESSES WANT TO CATER TO A TARGET AUDIENCE THAT DOESN'T CARE ABOUT THEM BECAUSE THEY ARE A LARGE GROUP IN THEIR LOCAL AREA. IT'S ALWAYS IMPORTANT TO REMEMBER THAT YOU SHOULD TARGET A GROUP THAT CARES ABOUT YOUR BUSINESS/PRODUCT/SERVICE/CAUSE – FOR SMALL BUSINESSES – TRYING TO MAKE A GROUP CARE ABOUT YOU IS QUITE DIFFICULT AND COSTLY – PROBABLY NOT AT ALL PRACTICAL WITH A SMALL BIZ BUDGET.

EB: How can businesses decide what mediums to utilize in a public relations plan?

JS: WHAT ARE YOUR GOALS?

WHO ARE YOUR TARGET AUDIENCES?

WHERE CAN YOU PLACE YOUR MESSAGES SO YOUR AUDIENCES WILL HEAR THEM? (CHANNELS)

WHAT TACTICS/STRATEGIES SHOULD YOU USE? – USING YOUR AUDIENCES/GOALS/CHANNELS AS A GUIDE

HOW WILL YOU KNOW YOU WERE SUCCESSFUL? HOW WILL YOU MEASURE YOUR SUCCESS AS IT RELATES TO YOUR GOAL, AND YOUR TACTICS/STRATEGIES?

ESSENTIALLY, YOU NEED TO KNOW YOUR AUDIENCES, HOW TO REACH THEM, AND WHAT YOU WANT THEM TO DO. WITH THAT INFO – YOU CAN IDENTIFY WHICH STRATEGIES TO EMPLOY TO REACH THEM – SEE PREVIOUS ANSWERS (AND YOUR TEXTBOOK ☺) FOR EXAMPLES OF THE DIFFERENT STRATEGIES.

APPENDIX B

Interview Transcripts: Melissa Godsey

The following interview was conducted to gain more insight regarding the creation of a public relations campaign, what each step entails, and how this process applies to small businesses in the practical world. The interview was done via e-mail.

Interviewer: Emily Branson

Respondent: Marketing Associate at Rosetta Digital Marketing Agency and owner of Godsey Media (Melissa Godsey)

Date of Response: 11/18/13

Interview Transcription:

Emily Branson: Why do you think small businesses should utilize public relations?

Melissa Godsey: It's especially important for small business to invest in marketing, as they most likely do not enjoy the same brand recognition as their larger competitors, and aren't top-of-mind when potential customers are considering their options. I like to think of it this way: brands with great brand awareness place a great deal of importance on their marketing and PR; how much more critical is it for a small business, with very little brand awareness to do the same? In order to retain existing customers, and win new customers, strong marketing and PR are key.

EB: How do you think small businesses could improve their public relations efforts?

MG: All too often I see owners of small business try and do it all, including doing their own marketing and PR, and in doing so, they burn themselves out, and diminish their effectiveness by spreading themselves too thin. If they would spend their time on their *business*, and hire someone else to take care of the marketing and PR, they could continue doing what they're passionate about, and have actual professionals focus their energy on raising visibility for the business in the community. That all being said, probably the single most effective strategy for raising visibility of a small business in a community (outside of hiring a marketing company) is getting involved in Rotary.

EB: What steps should a business take in finding focus for a public relations campaign?

MG: The first step to finding focus for a PR or marketing campaign is defining the business problem that this particular marketing campaign should solve. It's not enough to say, "we want to increase our revenue by 5% this year," rather, you want to get as specific as possible, that way you're able to create a strategic plan, with measurable results. For example, "we want to increase the average number of transactions of our target audience from 3 purchases annually, to 4 purchases annually." Or, we want to increase the average transaction from \$19.95 to \$24.95 among our target audience." In

this way, you will ensure that your effort is focused around either creating more (and more compelling) opportunities for your target audience to make a purchase, or focused around offering compelling add-ons and upgrades to your target audience at the time of purchase.

EB: What do you think are the key steps in identifying target audiences?

MG: Probably the most important step to identifying your target audience is to assume nothing. We all have preconceived notions and perceptions that are based on our own perspective, rather than data. This can be a costly bad habit, and certainly causes businesses to miss major opportunities. It's tempting to "go with your gut" and believe your assumptions about who your target audience is (or who you *want* your target audience to be), but until you've done extensive surveying/research, you're hinging all your efforts on your own limited experience. (For example, a certain unexpected product has achieved cult-status among the Internet's beauty gurus, as they discovered that its formulation is almost *exactly* the same as Smashbox's bestselling "photo finish" primer, but it's sold at a fraction of the cost. The unlikely substitute for the high-end primer? Lanacane's \$5.00 anti-chafing cream. Its intended use is for runners, to reduce friction, but if Lanacane would survey their audience, they'd discover that their most ardent fans are the ones rubbing the Lanacane cream on their faces, not their legs.)

EB: How can businesses decide what mediums to utilize in a public relations plan?

MG: Again, I think the answer here lies in research. Discover where your target audience is spending their time, online and off, and integrate your brand there in a way that enhances the environment, and enriches your customers' experience.

**PROJECT MATERIALS:
CAMPAIGN IN A BOX**

GUIDE #1: FINDING CAMPAIGN FOCUS

1. Write your mission statement and values below:

2. Write what you believe is the problem that needs to be solved:

3. Write your goals for this campaign (long term, qualitative):

4. Write your objectives for this campaign (short term and measurable):

Congratulations! You have completed the first guide and you are on your way to creating a successful PR campaign!

GUIDE #2: FINDING YOUR TARGET MARKET

1. Who is your current clientele?

2. What market would you like to target with this campaign?

3. Below write your preconceived notions regarding this audience:

4. FORGET THESE PRECONCEIVED NOTIONS AND START WITH A CLEAN SLATE!

5. Conduct research to find:

- The voice of the people
- Audience likes
- Audience dislikes
- Audience trends
- Audience priorities
- Limitations
- If this audience cares about your product or service

Have you discovered your perfect target market for this campaign?

Great! Let's continue on to see how to reach this market!

GUIDE #3: REACHING YOUR TARGET MARKET

- 1. After research, what have you found to be your market's lifestyle (i.e. how do they consume their news?):**

- 2. Budget for campaign:**

- 3. Time allotted per week for campaign:**

- 4. Realistic channels to utilize for campaign (within budget, target market uses, accessible):**

-
-
-
-
-

Now that we have decided how we are going to reach our target market, let's do this thing! It's time for implementation of the campaign!

GUIDE #4: IMPLEMENTING YOUR CAMPAIGN

- 1. Devise an outline of your implementation strategy and stay organized!**
- 2. Implement your plan: send out a press release, begin posting to social media, host an event, etc.**

- 3. Shortly after putting implementation into effect, evaluate your efforts here:**

- 4. Review your evaluation and write what you can do to improve your campaign:**

- 5. Implement these changes and evaluate and change your strategy again, if need be.**

Great job! You have implemented your very own public relations campaign! Now let's see how you did!

GUIDE #5: EVALUATING YOUR CAMPAIGN

1. **Conduct surveys and research to evaluate how your audience received your campaign. Write your results here:**

2. **Did you achieve your goals and/or objectives? Why or why not?**

3. **What would you do differently or how would you change your efforts for future campaigns?**

4. **What was your ROI (money spent on project vs. money earned through PR efforts)?**

Thank you for using Campaign in a Box! We hope we could help in establishing your brand in your community and building relationships for your business! We hope you will utilize Campaign in a Box continually and we wish you the best of luck with your business endeavors!